

ABSTRACT

**METHOD FOR REDIRECTING THE SOURCE OF A DATA OBJECT  
DISPLAYED IN AN HTML DOCUMENT**

5           The invention is a method for Web authors to include a redirection  
tag in an HTML data object tag that redirects an application program to  
an alternative source file that stores underlying data associated with an  
HTML data object that a user has selected to import into the application  
program. Typically, HTML data objects in Web page are stored in  
10 HTML format. However, when a user selects an HTML object to import,  
they generally expect to import the data in the format that it was  
originally created in, such as XML. The redirection tag "redirects" the  
application program to an alternative source file where the underlying  
data is stored in a rich format, such as XML. The application program  
15 then imports the underlying data of the HTML data object from the  
alternative source file.